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NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Newsletter

NAEB

JUNE 1956

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RADIO AND AUDIO ENGINEERING SEMINAR

Thirty-one engineers from NAEB member stations attended the Radio and Audio Engineering Seminar held May 27-June 1, at Allerton Park, University of Illinois conference center at Monticello, Illinois. The Seminar was made possible by a grant from the W. K. Kellogg Foundation and was sponsored by NAEB to present the latest developments in radio and broadcasting equipment.

The engineers who attended the Seminar were given the opportunity to increase their technical knowledge and ability as well as a chance to meet other NAEB station engineers and equipment manufacturers' representatives to discuss their mutual problems. They also spent one day visiting the NAEB Radio Network facilities and WILL radio and TV studios and transmitter sites.

The Seminar was arranged and the participants selected by the NAEB Engineering Committee, whose Chairman is Carl H. Menzer,

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Director of WSUI and KSUI. Program details were arranged by John R. Brugger, Chief Engineer of WILL-AM-FM-TV and Cecil S. Bidlack, NAEB TV Engineer who served as Coordinator for the Seminar.

Names of the 31 winners are:

1. Ammons, Furman M. - Transmitter Engineer, Radio Station WUNC-FM, University of North Carolina, Chapel Hill, N. C.

2. Andreasen, Howard - Chief Engineer, Radio Station KDPS-FM, Des Moines Public Schools, 629 Third St., Des Moines, Iowa.

3. Boyd, Joseph C. - WWHI Engineer, Wilson Junior High School, School City of Muncie, Muncie, Indiana.

4. Brask, Thomas B. - Radio Station KUOM, University of Minnesota, Minneapolis, Minnesota.

5. Coston, Dean W. - Senior Studio Engineer, Broadcasting Service, Radio Station WUOM, University of Michigan, Ann Arbor, Michigan.

6. Deal, Clarence D. - Chief Engineer, Radio Station KOKH-FM, Oklahoma City Public Schools, Oklahoma City 6, Oklahoma.

7. Di Franco, Joseph - Assistant Engineer, Radio Station WBEZ, 228 N. LaSalle Street, Chicago 1, Illinois.

8. East, Larry - Chief Engineer, Radio Station KMUW, University of Wichita, Wichita, Kansas.

9. Ebert, S. J. - Technical Supervisor, Stations WSUI-KSUI, State University of Iowa, Iowa City, Iowa.

10. Eittreim, Oliver M. - Chief Engineer, Radio Station KWLC, Luther College, Decorah, Iowa.

11. Friedman, Herbert - Senior Radio Operator, Radio Station WNYE, Board of Education, 29 Fort Greene Place, Brooklyn 17, New York.

12. Goldsmith, Erwin - Chief Engineer, Radio Station KPFA, 2207 Shattuck Avenue, Berkeley 4, California.

13. Hansen, Burrell F. - Director, Radio Station KVSC, Utah State Agricultural College, Box 150, Logan, Utah.

14. Hicks, Virgil C. - Assistant Professor of Radio & Television, Radio Station KVOF-FM, Texas Western College, El Paso, Texas.

15. Hill, Claude H. - Chief Engineer, Radio Station KWGS-FM, University of Tulsa, Tulsa 4, Oklahoma.

16. Holbert, Bernard P. - Chief Engineer, Radio Station KSAC, Kansas State College, Manhattan, Kansas.

17. Martin, Thomas H. - Radio Station WBOE, Board of Education, Cleveland, Ohio.

18. Maxson, W. B. - Chief Engineer, Radio Station KANW, Albuquerque High School, Albuquerque, New Mexico.

19. Mayfield, Gerry - Chief Recording and Duplicating Engineer, Radio Station KAMC-FM, Oklahoma A. & M. College, Stillwater, Oklahoma.

20. Mock, Lester G. - Radio Station KOAC, Corvallis, Oregon.

21. Parks, William H. - Chief Radio Operator, Radio Station WOSU, The Ohio State University, Columbus 10, Ohio.

22. Prusha, James E. - Chief Engineer, Radio Station KUSD, University of South Dakota, Vermillion, South Dakota.

23. Ragsdale, W. E. - Chief Engineer, WFSU-FM, Florida State University, Tallahassee, Florida.

24. Reifel, William A. - Radio Operating Engineer, Radio Station WSHS, Sewanhaka High School, Floral Park, New York.

25. Rolfe, L. James - Technical Supervisor, Radio Station WFIU, Indiana University, Bloomington, Indiana.

26. Shonebarger, Bernard R. - Chief Engineer, Radio Station WTDS-FM, Toledo Public Schools, 1901 West Central Avenue, Toledo 6, Ohio.

27. Siemers, Herman H. - Chief Engineer, Radio Station WIAN, Shortridge High School, Indianapolis 7, Indiana.

28. Van Annan, Robert S. - Assistant Engineer, Radio Station WBUR, Boston University, 84 Exeter St., Boston 16, Mass.

29. Vogel, E. H. - Chief Engineer, Radio Station KSLH, 1517 S. Theresa Ave., St. Louis 4, Missouri.

30. Welch, T. E. - Chief Engineer, Stations WNAD and WNAD-FM, The University of Oklahoma, Norman, Oklahoma.

31. Parker, Charles H. - Manager and Chief Engineer, Radio Station KSDS, San Diego City Schools, 12th and Russ Streets, San Diego 2, California.

*****

GRANT GIVEN KUON-TV

The Fund for Adult Education has offered the University of Nebraska a $100,000 grant for use in purchasing television equipment. The offer stipulates that the $100,000 be used by the University's educational television station, KUON-TV, for television equipment, principally studio and control-room equipment and a kinescope recorder, Jack G. McBride, station director said.

McBride said that with a kinescope recorder, KUON-TV would be able to film all University-produced television programs, permitting wider distribution. The kinescope films could be used by commercial television stations and by individual organizations through the University's audio-visual film library.

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WRCA and WRCA-TV of New York City are joining forces with the New York City Youth Board to prevent juvenile delinquency through the establishment of a neighborhood self-help project. The plan is to have members of the agency go into a selected neighborhood to be known as "Area 4" and set up a delinquency prevention program with the complete participation of the residents in the planning, the preparation, and the follow-through. Films will be taken with actors used in cases where it would be unfair to show actual people. After editing, the film will be broadcast to demonstrate how an agency, such as the Youth Board, works with the people involved to arrive at a possible solution.

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HEADQUARTERS NEWS

NAEB DUES AND ASSESSMENT FEES

In reply to many requests for information about dues and assessment fees, the following table (as of June, 1956) has been prepared. The amounts indicated are those established by the NAEB Board of Directors, and approved by the membership in convention assembled.

Membership Dues: (On a calendar basis)

Active

RADIO (Rated Transmitter Power)		TELEVISION (Rated Transmitter Power - Video)	
5 kw and over	$50.00	5 kw and over	$100.00
1 to 4.9 kw	25.00	Less than 5 kw	50.00
Less than 1 kw	15.00		

NOTE: For radio members operating more than one transmitter, the powers are added together to determine applicable rate; the same is applicable to television members operating more than one transmitter; for members operating radio-TV combinations, the individual dues for radio and TV are computed and added together; PROVIDED, however, that the maximum dues payable by any radio-only member shall not exceed $50.00, and the maximum payable by any TV-only member or radio-TV member shall not exceed $100.00. Billing for NAEB dues is made by the NAEB Treasurer.

Associate - $10.00

Affiliate - $10.00

Network Assessment Fees: (On a fiscal basis, July 1 - June 30)

Class A - 5 kw and over	$800.00
Class B - 1 to 4.9 kw	500.00
Class C - Less than 1 kw	300.00

Postage - In addition to the regular assessment fee, Network subscribers are required to pay postage, both ways, on tapes received from and sent to the Network. Stations are billed quarterly for postage on tapes shipped to the stations, based on a record of actual postage expended.

In-School Assessments - Stations subscribing to the complete Network service may also receive In-School programs on one of the following bases:

1 - If the station is off the air during the summer months and does not use the regular Network programs for that period, the In-School programs may be taken in lieu of the regular programs for that quarter at no additional cost to the station.

2 - If the station uses the regular Network programs for the entire year, the In-School programs taken must be paid for, additionally, on one of the two following bases:

a - One-quarter of the regular Network assessment fee, or
b - $2.00 per reel, whichever is less.

Special In-School Service Rate - School owned and operated stations only may subscribe to a limited Network service consisting of all In-School programs, plus one hour a week from the regular Network service. For this service the fee is one-half the regular Network assessment fee.

New subscribers to Network service - Stations newly joining the Network are not required to pay the full assessment fee until the third year, as follows:

	1st Year	2nd Year	3rd Year & thereafter
Class A - 5 kw and over	$400.00	$600.00	$800.00
Class B - 1 to 4.9 kw	250.00	375.00	500.00
Class C - Less than 1 kw	150.00	225.00	300.00

Stations who previously subscribed to the Network service for only one year and then dropped the service, may re-join the Network and, during the first year after re-joining, pay the fee indicated under the 2nd Year above, and not pay the full fee until the following year. In other words, the fee schedule indicated above is applicable whether Network membership has been continuous or interrupted.

Billing for Network assessments is made through the University of Illinois Business Office.

Newsletter Subscriptions

Members receive the Newsletter free. Others pay $5.00 a year. All additional subscriptions, over one, to any member or subscriber are $2.50 a year, each.

Subscriptions are also available to the Educational Television Research Fact Sheet Service at $2.50 per year, and to the NAEB Engineering Newsletter (issued quarterly) for $2.00 per year.

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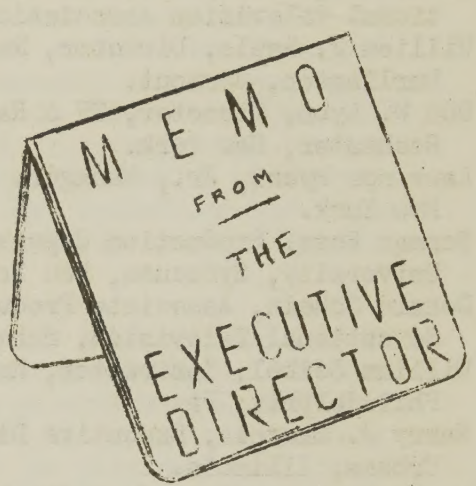

On May 4, 5 and 6 Cecil Bidlack and I attended the NAEB Region I Conference at Sagamore Lodge, New York. This conference was capably hosted by Regional Director Arthur Weld and his hospitable and capable Syracuse University staff.

The gist of some of the proceedings from this conference will be available at a later time. Suffice it to say now that this conference lived up to the usual level of regional meetings in the opportunity it provided to give all participants present an opportunity to become better acquainted with each other and each other's problems. It is our hope that these regional meetings will continue to be as well attended as this one, and that the enthusiasm of the participants will be maintained. Region I has set a high standard for the other regional meetings to shoot at. Our thanks to Art Weld and his fine staff at Syracuse for making it as profitable as it was enjoyable.

The following twenty-three persons participated in the Region I Conference.

Robert Aldrich, Operations Manager, WMUA, University of Massachusetts, Amherst, Massachusetts.
Michael J. Ambrosino, Television Coordinator, Schenectady Public Schools, Schenectady, New York.
Kenneth G. Bartlett, Director, Radio-TV Center, Syracuse University, Syracuse, New York

Cecil S. Bidlack, NAEB TV Engineer, Urbana, Illinois.
Max Bildersee, Division of Audio & Visual Education, State University of New York, Albany, New York.
Dr. A. R. Coleman (& Mrs. Coleman), President, Alliance College, Cambridge Springs, Pa.
H. S. Curtis, Director, Public Relations, Brown University, Providence, Rhode Island.
Robert F. Devolve, Boston University Graduate Student at WGBH-TV, Cambridge, Massachusetts.
James Fellows, Executive Secretary, Empire FM School of the Air, Syracuse, New York.
Hartford N. Gunn, Jr., Assistant General Manager, WGBH-FM-TV, Cambridge, Massachusetts.
E. A. Hungerford, Jr., Executive Director, Metropolitan Educational Television Association, New York, New York.
William J. Lewis, Director, Radio-TV, University of Vermont, Burlington, Vermont.
Don W. Lyon, Director, TV & Radio, University of Rochester, Rochester, New York.
Lawrence Myers, Jr., Manager, WAER, Syracuse University, Syracuse, New York.
Norman Ross, Production Supervisor, Television Center, Syracuse University, Syracuse, New York.
Donald Schein, Associate Producer, Mohawk-Hudson Council on Educational Television, Schenectady, New York.
William Seibel, Instructor, Radio-TV, Temple University, Philadelphia, Pa.
Harry J. Skornia, Executive Director, NAEB, 14 Gregory Hall, Urbana, Illinois.
D. Paul Smay, Director Audio-Visual, State University College for Teachers, Buffalo, New York.
Wm. S. Tacey, Director, Radio-TV, University of Pittsburgh, Pittsburgh, Pa.
Arthur Weld, Jr., Program Director, Radio-TV Center, Syracuse University, Syracuse, N. Y.
William Wells, Broadcast Supervisor, WFUV-FM, Fordham University, New York, New York.
C. C. Williamson, Greenwich, Connecticut.

From this regional meeting I proceeded to Washington where I represented the NAEB at the Ninth Conference on Elementary Education. This conference was held in the Health, Education and Welfare Building, under the leadership of the U. S. Office of Education. The theme was "Working Together for Children in 1956." One of the reasons why we have felt it important to be represented at such conferences whenever circumstances permit is the need we all have to know about the basic problems

confronting educators at all levels if we are to provide maximum understanding and assistance in making our instruments of communication of the greatest possible use to American education. Another reason we attend is that, under the pressure of other crises, we frequently find elementary educators unaware of, or overlooking, the potential assistance which radio and television represent in the "school crisis" period we're entering.

On the last day of the conference we turned in a brief statement, drafted largely by others than myself, pointing out the need to recognize the assistance which educational radio and television can provide the elementary educator in these days of classroom and teacher pressures and shortages. It is our hope that the final report on this conference may include consideration of these media which might have been omitted but for our attendance and participation. We were grateful to find, as we stated earlier, that educators generally are not antagonistic to these media once they begin to understand their directly educational value and relevance. But it requires the presence of people who believe in the educational potential of these media at such conferences to insure that television and radio are not left out of consideration completely in planning for future ways of improving our schools.

As is true at all such conferences, I also found myself considerably richer as a result of having attended. Excellent problems were brought up such as the greater verbal facility of girls in elementary school as compared to boys...recognition not adequately taken into account in the placement and grouping of early classes. Other factors in today's living which the schools and their offerings fail to take into account were mentioned: the 5-day week, which allows the father to be home more, and even to attent PTA meetings; the trend toward living in areas where there are no relatives around any more, to whom children can be entrusted; the great mobility of population, resulting in some cities in over 100 per cent turnover of students in certain classes and areas during a single year; slum clearance and desegregation projects which are sometimes moving children as well as parents into neighborhoods which at first, at least, resent them; the fact that parents have more money to spend on children; the great and conflicting abundance of "child psychology" being distributed to parents at all levels on all sides by all media, etc.

The elementary school particularly, in view of the importance of its role in the early development of the child, has great responsibility and difficulty in keeping up with the changing position of leadership of the U. S. in the world, the rapid rate

of technological change (automation and so forth), and the urgent importance of broad and international understanding in a world made small by the airplane, the atomic bomb, and modern communications media.

We are sorry that we did not have an opportunity to remain through the entire conference, however we feel that we benefited greatly from it and that what we learned will make us better participants in the Southern Regional Educational Board TV work session to be held at Daytona Beach June 4-8. In connection with the latter I should perhaps indicate that I intend to take a few days vacation following this conference and do not expect to be back in the office until June 13 or 14.

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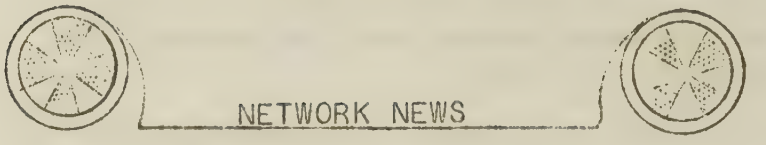

From all indications the month of June will be a busy one for the Network staff. First of all, June will mark the beginning of work on a new offering covering distribution for the 4th quarter of this year (October-December). While definite plans have not been made about the programs to be offered, I can say that there will be quite a few fifteen minute programs, a new Cooper Union Forum series, and some interesting programs from foreign sources. This offering should be in the mail around July 1 in order that you will have plenty of time to arrange your schedules.

Also, this month will see the beginning of distribution of programs for the 3rd quarter (July-September). I wonder if you are aware of what the Network staff has to do in connection with a shift from one quarter to another: orders must be tabulated, new dub and mailing sheets made up, programs checked for any necessary editing (including the writing and recording of some openers and closers), old master tapes returned, new masters obtained, and so forth. Since most of these details are handled between the ordering deadline date and the date when duplication begins, I think you can realize why we place so much emphasis on our ordering deadline.

In a more personal vein, the Network Manager is attempting to catch up on correspondence regarding past submissions. This is a long, tedious process involving no small amount of research into old correspondence, subcommittee votes, etc. There is a distinct possibility that I may miss someone's submission. Therefore, if you have submitted a series to the Network and have not heard from us about it for some time, please drop me a line, and I will check into the matter. I am trying to get this whole area of submissions in order so that, once caught up on past work, we can proceed according to proper procedures. Thus, any assistance you can give me by inquiring about your submissions will be appreciated.

Finally, I want to thank all of those who wrote concerning our OPERATION PANORAMA service for the Voice of America. Below you will find a separate story on this project. I urge you to read and digest the information there given.

---Bob Underwood

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OPERATION PANORAMA

In response to the letters requesting further information on the OPERATION PANORAMA project, we are happy to give you further information on what we had in mind when suggesting such a series.

The general purpose of this series is to present a true picture of how Americans live and the type of people they are. Naturally, we do not want to appear boastful, but at the same time we should not seek to present the seamier side of our society. It is felt that the foreign audience would benefit greatly by having the opportunity to meet both ordinary and extraordinary Americans; we also feel that this foreign audience would like to be informed as to the general level of our culture and our interest in things scientific.

Naturally, we never shall know the exact audience which will be reached by these programs. However, it is likely that these programs will be heard in the Scandinavian countries, Yugoslavia, Greece, Turkey, and Russia and her satellites.

There is no time limit on when these programs should be at Headquarters. Whenever you have one or more finished send them on to us; but be sure to mark the tapes plainly so that they will not be erased accidentally. Thank you all for your interest and cooperation.

NAEB NEWSLETTER STUDY--PART 1

BY

NAEB Research Committee; Robert Coleman, Chairman

For some time those responsible for the NAEB Newsletter have been concerned about reader acceptance of the various features which appear regularly in the publication. At times there have been suggestions for changes in content or for additions. The primary concern is that the Newsletter provide information which will be of most value to those who read it.

At the October convention in Chicago the Public Relations Policy Committee initiated the idea of evaluating the content of the Newsletter. The Research Committee was asked to conduct this study. Suggested questionnaires were exchanged between these committees and the NAEB Headquarters staff in order to correlate thinking.

A dual purpose questionnaire was mailed to all members of NAEB and to those who subscribe to the Newsletter. The intent of this study, the first portion of which is described here, was to determine what readers think about the Newsletter as it is now issued. The questions concerned the various features and departments included, and whether they should be retained, deleted, reduced or expanded; what changes could be made to make the Newsletter of more direct service, and what could be suggested as additions to the present content.

One hundred twenty questionnaires were returned, of which 106 could be tabulated. Some members wrote letters to explain their reactions, feeling that the questionnaire did not enable them to clarify their point of view. (In some cases there was confusion in interpretation of the answers given, especially when there was a dual checking of retain and expand categories.) Although the resulting tabulation cannot be considered as completely accurate in percentages of preference, they are indicative generally of reader reaction.

It is very obvious that the answers and comments given reflect the primary interest of those responding. Those interested in television only request more information in this area. Those concerned with public school broadcasting over FM school stations regret that there is little for them. Station operators question the need for digests of articles from the trade press. A subscriber from a manufacturing concern is not interested in internal affairs of the NAEB or articles about members but wishes more on educational broadcasting in general. This variety of interest makes the work of an editor difficult.

The general consensus, as indicated in the accompanying tally of answers, is that the Newsletter is doing a good, acceptable, or adequate job as a "house organ" for the NAEB. It serves as an intimate communication between members and keeps them acquainted with our group interests. It is not fulfilling the magazine function of interpreter of educational broadcasting, a role with which the Association feels it must be concerned increasingly in future planning.

It must be concluded that, while the various features and departments now included in the Newsletter in its present form are acceptable, there could be modifications in the interest of better service. For example, it is suggested that bibliographical lists be included only quarterly, the information on scholarships and awards be given before the award is made and not after, that the same emphasis be given radio technical tips as is now given for television. Such suggestions, together with a number of constructive suggestions for features which could be added with profit, will have to be weighed by the editor.

It should be noted that this first phase of the Newsletter study is not conclusive. It must be considered as the first step in a series of studies to be made. It will provide some basic material which can be included in a future study soon to be conducted by a special committee. It will also provide the editor with some concrete information and suggestions from members as to what is desired in the Newsletter in the meantime.

(continued on page 26)

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LOCAL INDUSTRY SUPPORT OF ETV PROGRAMS

(NOTE BY SKORNIA: At the recent Center Affiliates meeting in Columbus, George Arms, Operations Manager of Station KETC in St. Louis, mentioned some projects in which local industrial concerns directly or indirectly helped defray the expenses of specific courses. I later referred Donald Schein of the Mohawk-Hudson Council on ETV, who was interested in this problem, to Mr. Arms for a fuller statement, with a request for a copy of his reply for use in this Newsletter. The following is taken from that letter, with George Arms' permission.)

"I wish it were easy for me to describe the process of encouraging industrial support of educational television programs because we are in the midst of the creative process of developing educational television and because industrial support is one of the aspects which is going to be vitally important to the growth of educational television. It would not be wise or prudent for me to generalize, except for this statement 'Industrial support is available in varied and peculiar forms for many kinds of educational television programs, some of which we have not as yet developed.'

"Let me relate a couple of specific instances. Here in St. Louis, the Emerson Electric Company contributed to our cost of operation and to the instructional costs of a course in college mathematics. Their reason for partially underwriting this course was to enable a group of 110 employees at their own plant who had not had this course to take it, and thus upgrade their own usefulness to their company. Now the amount that Emerson paid did not completely offset the costs of production, but if Emerson is joined next fall by four more companies, it will be a successful and financially rewarding process.

"In Houston, we ran a series of piano teaching courses on our television station. They were underwritten to a considerable extent by the piano dealers of Houston. There was no advertising as such, but a considerable number of pianos were sold.

"Another variation of this theme was the case of the American Chemical Society which each week for 39 weeks presented programs in the area of advanced chemistry. Each one of these programs was paid for by one of the companies in the Houston area who employed the chemists who were the primary audience for the program. The companies paid the local chapter of the American Chemical Society, and the American Chemical Society paid the station.

"The simplest variation of the theme is for a company to buy enrollments for various employees. This was the case in St. Louis again, where the McDonnell Aircraft Corporation enrolled some 250 of its employees on a noncredit status in a course called 'Work Simplification.'

"Beyond these experiments are a number of others which I am currently working on. One of them is a career series which gets at a kind of television that all major industries are vitally interested in. It will be perfectly logical to ask major industries to finance certain of these career programs as they bear upon the companies' professional or commercial orientation."

FAREWELL

Before the next issue of the Newsletter goes to press, Headquarters will lose the services of three young ladies who have been very valuable and efficient employees.

Mrs. Cathryn Reed came to us in June, 1954 (as Miss Cathryn Polanka, we might add) as Engineering Service Secretary and has, since that time, taken the bulk of the dictation given by Skornia, Bidlack and Hill. Cathy's husband will be doing graduate work in political science at the University of Missouri next year, so they are moving to Columbia within a few weeks.

Mrs. Janet Strandjord joined the staff as Network Traffic Manager a little over a year ago when Roz Biason left to work for the Red Cross in Japan. Jan has instituted several new procedures which have been very helpful and has had most of the responsibility for the Newsletter. Jan's husband is graduating with a degree in architecture and is joining an Indianapolis firm as a junior partner.

Mrs. Joanne Youngquist came to Headquarters as a clerk-typist in the summer of 1954. In addition to her regular typing duties, she has been invaluable as a jack-of-all-trades - maintaining station records, keeping track of prospective members, helping prepare NAEB exhibit materials, etc. Joanne's husband is in the Air Force at nearby Chanute Field, and she's leaving because we don't have any nursery facilities in Gregory Hall.

We're going to miss these girls - not only the excellent work they do, but their friendliness and spirit of cooperation. The entire staff joins in wishing them good luck and God-speed as they leave for greener pastures.

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The Adult Education Center of Sioux City, Iowa sponsored a television-newspaper-radio-discussion study of the city. The main purpose of this project, which was given a grant from the Ford Foundation, was to educate the city's people, through the citizens who volunteered to take part in the project.

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BROADCASTING AROUND THE WORLD

(EXCERPTED FROM THE DUMONT DISPATCH, CBC TIMES AND OTHER SOURCES)

The U. S. Government is putting up foreign aid dollars to back the inauguration and development of educational TV in overseas nations whose economies can't justify the luxury of TV for entertainment purposes.

From small beginnings, this new idea may open up vast new vistas of trade to American TV equipment manufacturers. From the standpoint of U. S. foreign policy, it makes possible the exploitation of the most powerful information medium ever devised to tell the American story -- through VOA programming -- in the underdeveloped countries which form the ideological battleground of the cold war. In the nations where hunger and illiteracy are major problems, TV is an unexcelled tool for mass education -- and by bringing with it a new industry, TV creates jobs.

Pilot project in American foreign TV aid is now expected to get on the air this summer after 2 years of preparation, snags and conflicts. It's to be the first TV station in Lebanon, in the heart of the explosive Middle East. The idea originated with the Lebanese themselves (U. S. Government will aid approved foreign educational TV projects, but won't initiate them). The Lebanese government's original plan was to buy TV equipment for proposed course in TV-electronics at Beirut Vocational School, to help train some of the 200 engineers who will be required to operate and maintain TV stations in Arabian countries during the next 2 years.

Lebanese President Chamoun and his cabinet became interested in the project, decided they wanted an operating station rather than closed-circuit equipment. When the Ministry of Education began to see the vast non-technical in-school education possibilities in TV school system they insisted on a 100-watt station instead of the originally planned 18-watt.

As in other undeveloped countries, Lebanon's first need is for education and jobs--entertainment TV can come later, or in hours when station isn't needed for education. Their eyes on

the Lebanese pattern, more and more countries are now thinking of TV--not as an entertainment luxury, but as an educational necessity. Serious interest in starting educational TV systems is being shown now by governments of Pakistan, Indonesia, Egypt, Iran, Nationalist China -- even the Belgian Congo.

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Twenty-five per cent of the population of France now lives within viewing range of television.

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Milan University is organizing a Congress to be held May 29-June 2 inclusive, to compare European television programs. Broadcast officials, literary critics, writers, and artists will discuss drama, musical, variety show, and cultural and information programs.

*****

Underwater television cameras, with successful tests conducted on the Rhine River and Lake Konigsee, have been developed jointly by two German television manufacturers. They are aiming at the development of television techniques for industrial and professional applications where it is desirable to have a camera operating efficiently while submerged in water or other liquids.

*****

Two governmental decrees have been published in Portugal concerning the operation of television. Decree 40,341 authorizes the organization of a company to offer television service to the public and grants an exclusive concession to Radio-Televisao Portuguesa, making that organization exempt from import and export duties on television and related products.

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RESEARCH

REPORT ON ENGLISH VIA TELEVISION

A report was recently sent to the NAEB from the National Council of Teachers of English on the teaching of English via television. Henry W. Knepler of Illinois Institute of Technology, who compiled this report, states that no questionnaire was used. The report was compiled through thirty interviews, either in person or by letters. The report, although not extensive in scope tried to achieve "depth" which sometimes necessitated a second and even a third letter.

Mr. Knepler has not attempted to concern the report with the actual problem of how to teach English over television, but rather to outline the present developments in the field and project them into the future. The people who were interviewed were chosen because of their actual or potential involvement in TV.

The report gives both opinions on the effectiveness of television teaching and facts on the methods and programs that have been or are being used. The Appendices to the report give English courses which have been offered by various institutions, the policy of the Educational Television and Radio Center in regard to telecourses, and references on television teaching.

Two personal opinions seem to sum up the report. The first is from Professor Lorch, Iowa State College: "...(1) Television instruction is not as effective as personal instruction. (2) Instruction by television may become necessary in the face of impressive enrollments to satisfy the hope that more people may be taught without staff increases. (3) Television instruction will not be much cheaper than personal instruction, perhaps no cheaper at all. (4) Unless we at Iowa State College are absolutely forced by circumstances to teach more students with our present staff, we do not consider television instruction a solution to our problem. (5) A savings can be effected by television instruction only when programs are filmed and the films used for several later courses."

The other is from Professor Rosenheim of the University of Chicago: "...Television programs can provide a unifying and even inspiring center for extension activities which will carry the activities of a university far beyond the limits of the campus. Great teachers can provide background and motiviation and, even a certain amount of substantive information through lectures and television. I can visualize this being presented in conjunction with a program of neighborhood discussions, of rigorous study, of preparation of assignments, and an examination. In effect, television can enrich and broaden the influence of the university, but it cannot be confused with the kind of teaching which elicits active, disciplined inquiry -- the most important form of learning."

This report will appear in its entirety in College English in October. Reprints of this report may be ordered for ten cents a copy from the National Council of Teachers of English, 704 S. 6th Street, Champaign, Illinois.

*****

EDUCATIONAL BROADCASTING MOVES AHEAD

Four top radio-television educators will join the staff of the Educational Television and Radio Center this summer as the Center moves to expand its program services to the 20 educational stations now on the air. A fifth man will serve on a short-term basis.

Kenneth Christiansen, project director of educational television for the Southern Regional Education Board, will assume the new position of program manager for the Center. He will expedite program acquisition and procurement. His appointment is on a continuing basis.

Other appointments, all for one year only, include Donley Fedderson, professor and chairman of radio-television at Northwestern University; Kenneth D. Wright, director of broadcasting at the University of Tennessee, and Milo Ryan, associate professor in the University of Washington School of Communication.

A fifth man, Dr. Glenn Starlin, acting chairman of speech at the University of Oregon, who served with the Center in 1954-55, will rejoin the program staff from June through August. Gordon Gray of Michigan State University became a program associate in February.

*****

Southern Illinois University, Carbondale, Illinois, has applied to the Federal Communications Commission for permission to construct and operate a frequency modulation radio station.

SIU President D. W. Morris announced that if the FCC acts favorably, the university expects to have the station in operation by January 1, 1957.

*****

SCHOLARSHIPS, WORKSHOPS AND AWARDS

The NBC-Northwestern University Summer Television Institute, in cooperation with WNBQ and WTTW (Chicago's educational TV station), will offer courses in television station management and operations, television production and directing, and public service programming. The Institute, which will be given June 26 to August 4, may be attended for either graduate or undergraduate credit. Tuition and fees will be $150.00. For further information and application forms write to the Director, Summer Television Institute, Northwestern University, Evanston, Illinois.

*****

A two-day workshop on television production is being held in New York on June 13 and 14 for a group of 35 staff members of national social welfare organizations. Sponsored by the National Social Welfare Assembly's Committee on Education by Television, the workshop is using the facilities of New York University's television laboratory.

*****

If your institution is holding a workshop or offering scholarships, please send the information to NAEB, 14 Gregory Hall, Urbana, Illinois.

Radio/Television at the University of Texas has received an Award of Merit from the National Federation of Music Clubs "for stimulating interest by generous distribution of tape recordings" in the 1956 PARADE OF AMERICAN MUSIC. As its contribution to the Federation's emphasis on American music and musicians, Radio/Television produced and distributed a series of four half-hour broadcasts featuring University of Texas performers in works by student, faculty, and guest composers. The programs were heard by listeners to forty-seven radio stations in nineteen states.

*****

President Eisenhower has nominated T.A.M. Craven, a Washington Engineer, to be a member of the Federal Communications Commission for a 7-year term.

Craven, a Democrat, served as a FCC member from 1937 to 1944. He would succeed Edward Webster, whose term expires June 30th.

Craven, who is 63, is a partner in the engineering firm of Craven, Lohnes and Culver in Washington. He is a member of the Institute of Radio Engineers.

Prior to his first term as a member of the FCC, he served as the agency's chief engineer.

* *

* B O X SCORE

TOTAL TV STATIONS 472 (VHF-375; UHF-97) INCLUDES 20 NONCOMMERCIAL TV STATIONS (5 UHF)

TOTAL AM STATIONS 2842 (INCLUDES 35 NONCOMMERCIAL)

TOTAL FM STATIONS 630 (INCLUDES 138 NONCOMMERCIAL)

(EXCERPT FROM TELEVISION DIGEST)

* *

GENERAL

A pioneering step in the preparation of college women for a career as women's directors of American radio and television stations has been taken by Indiana University, with the formulation of a curriculum in that institution's Radio and Television Department that will be offered for the first time this coming fall.

Recognizing the need for trained women in radio and television with adequate backgrounds in home economics and related fields, the new sequence will materially upgrade the present situation where many women are compelled to accept their initial jobs in the comparatively lowered paid catagories as commercial spot writers, secretaries, and receptionists. The new professionally-oriented curriculum integrates junior-senior level study in Radio and Television, Home Economics, Social Service, English Literature, Psychology, and Journalism. The new curriculum, leading to the degree of Bachelor of Science, was developed as a result of an extensive study of the needs of numerous radio and television stations.

*****

A record turnout of 15,000 elementary school children participated in the Festivals of Song put on this spring by the University of Michigan's WUOM. Songfests were held in twelve Michigan communities between April 23-May 11.

Throughout the school year, Miss Edythe Albert of the U-M School of Music conducts a twice-weekly program of vocal music instruction over WUOM and a state-wide tape network. Each spring, her students gather at selected community centers to sing and dance an hour-long program as their "final examination."

This is the sixth year that the service has been offered by the University station. To cover her far-flung "classroom" this year, Miss Albert traveled more than 2500 miles during the three-week period. She was accompanied by the WUOM Music Director, Orien Dalley, and the student quartet which appears on the broadcasts.

*****

PERSONNEL

The appointment of Hartford N. Gunn, Jr., as Assistant General Manager of Boston's educational stations, WGBH-TV and WGBH-FM, has been announced by Ralph Lowell, President of the WGBH Educational Foundation and Trustee of the Lowell Institute, and Parker Wheatley, General Manager.

Mr. Gunn joined the Council in the summer of 1951 and supervised the construction of both WGBH-FM in 1951 and WGBH-TV in 1954-1955. He has been Director of Operations of the two stations for the past two and one-half years.

*****

PROGRAMS

Indiana University is broadcasting two telecourses this summer over WTTV, Bloomington. "Introduction to Radio and Television," which is designed to show the place of radio and television in the world's society; may be taken for college credit. The other course, "How Children Learn" is not given for college credit, but a certificate will be given to those who pass the course successfully.

*****

The University of Alabama launched five new live television series June 1 on the Alabama Educational Television Network.

The series includes three programs each week in the areas of American government, elementary Spanish, elementary mathematics, the flora and fauna of Alabama, and one program weekly of children's stories. None of the programs are offered for credit.

*****

With political fever rising around the country, the Educational Television and Radio Center is distributing a new 10-program series, "Hats in the Ring," designed to illustrate the intricate political processes which will wind up with nominations in the two major parties late this summer.

Malcolm Moos, a man eminently qualified in the political field, serves as lecturer-guide in this history of political nominations, the "hows" of a candidate's nomination, and pre-convention activity. Moos, professor of political science at Johns Hopkins University, served on the team conducting a comprehensive study of the 1952 nominating conventions for the American Political Science Association.

Produced for the Center by Johns Hopkins University, the series utilizes over one hundred stills, maps and films to dramatically illustrate American political processes.

*****

"Discovery" is a new 13-week series of radio visits with scientists of the University of Illinois College of Agriculture. The programs started May 7 over Radio Station WILL, University of Illinois.

"Discovery" is presented in two 15-minute parts. The first section is tape recorded at laboratories and other places on the college campus where agricultural research is being done. The second part features a recorded interview with an agricultural scientist who presents the latest information about some of the new findings agricultural research is uncovering.

*****

Don't forget the 1956 Convention in Atlanta, Georgia.

IDEAS! !

KVCR-FM, San Bernardino Valley College, California, has originated a series, "Metroplex Forum," involving a rather novel format. Each "program unit" in the series actually consists of two presentations. The first presentation is a dramatic or documentary program, which places the "citizen" in a particular phase of his urban environment. The problems involve the development of the San Bernardino Valley and are cooperatively planned for dramatization by various organizations in the area. Various groups in the community listen to this first broadcast and later discuss the problem outlined in the program.

The listening groups have been organized by having hosts who invite a few friends to their homes to hear the programs and take part in the discussion. Prior to the broadcast each member of the group has had preparation for the discussion by reading special feature articles on the topic which are specially prepared and published by local papers during the week of each broadcast.

At the conclusion of the preliminary broadcast the groups use a series of guide discussion questions which are mailed to them earlier from the Community Education Project office. From the weeks' news stories and the broadcast, the groups develop specific questions on the current week's topic which are then phoned into a Metroplex Forum Panel. This panel broadcast becomes the second feature presentation later on that evening. The panel is composed of experts on the question who endeavor to answer some of the questions phoned in by the discussion groups. There are now 80 groups and more and more listeners are tuning in each week.

The actual word "Metroplex" was coined by John Harder, writer-producer-director of the dramatization and panel forum. Mr. Harder's word has developed into the concept of the essential inter-dependence of the communities in the area and the necessity for them to sort out the kinds of things which they can work together on in order to have a better future for all.

This series was made possible by a grant from the Educational Television and Radio Center administered through the NAEB.

*****

(continued from page 13)

SUGGESTIONS FOR ADDITIONS:

Letters to the Editor
Program availabilities
"All phases of ETV"
Advice on clearances, etc.
Annual Index
Production Tips
Radio Technical Tips
Feature articles from U.S. & Abroad (not translations)
Papers (Scholarly) on experimental work
Creative aspects of programming and production
Aids and methods
Name and information on each new member at the time of joining
Lists of committees (each quarter)
Film information
News of activities of PA Radio and TV department including High School Broadcasting
Activities from members on activities, plans, attitudes, etc.
Case histories of successful programs

COMMENTS (EXCERPTS)

Some of us are not active in TV as yet and would like more material on Educational Radio.

Keep all news "Streamlined."

Headquarters news - all very good, just want more.

Drop chatty tone - keep formal (Executive Director and President's Page).

Headquarters does an excellent job with Newsletter.

Expand "Future" offerings and advance information - retain but reduce past events.

Items 4 & 5 a b & c - These four items save me a great deal of experimentation and research - please continue and expand.

Issue Placement as separate notices.

NAEB Newsletter serves its purposes best as a house organ of an organization. Other magazines are outlets for general articles. Please retain present style and general character and don't become competitive. There are few enough really thoughtful writers.

NEWSLETTER STUDY

NAEB RESEARCH COMMITTEE AND PUBLIC RELATIONS POLICY COMMITTEE (1)

The Question:

Following are the divisions in the NAEB NEWSLETTER as now issued. Will you check, in the appropriate columns, your reaction as to whether they should be retained or changed and also your suggestions for new features which would be valuable to you. (Replies have been included in their proper question tables.)

	Retain	Delete	No Answer	Reduce	Expand
1. Headquarters News					
General NAEB News	100	0	4	5	15
Placement Service Availabilities	74	18	11	11	14
NAEB Radio Network Notes	88	1	9	12	15
2. From the Executive Director's Desk	88	4	9	17	6
3. Scholarships and Awards	85	4	10	2	17
4. Aids and Tips (How members do it)	67	4	11	11	17
5. Features					
Book Reviews	70	15	8	21	17
Digest of Articles or Chapters	72	19	6	20	16
Digests of Research	76	6	7	11	31
On Member Stations	81	2	11	14	23
6. Box Score	84	7	14	16	2
7. News of Members					
General Station Activities	76	2	4	19	23
Personnel Activities	72	5	7	27	17
Program News	81	1	4	16	27
8. Clippings from Trade Papers etc.	75	17	7	27	15
9. TV Technical Tips	71	10	11	15	20
10. Bibliography (monthly?quarterly?)	71	3	4	11	11
11. President's Page	94	4	8	14	0

12. I suggest addition or deletion of the following _____

We would appreciate some evaluation of standards of practice and standards of operations, with an emphasis on personnel.

Too much TV promotion and not enough FM educational radio. It has been forgotten. Too much university level and not enough public school.

Better issue (TV Technical Tips) separately (this technical information applies to only a limited part of membership).

It seems to me that the Newsletter is worth while and well edited. Printing it would make it easier to read. It is better organized than at first and using white spaces between paragraphs and subjects help. The magazine idea isn't bad if we can afford it.

More information needed on placement...include openings available.

Reduce conference resumes - or issue as supplement and upon request.

I suggest keeping it an organizational publication. There are sufficient journals now covering the field.

General station activities...Good. It's the real heart of the letter.

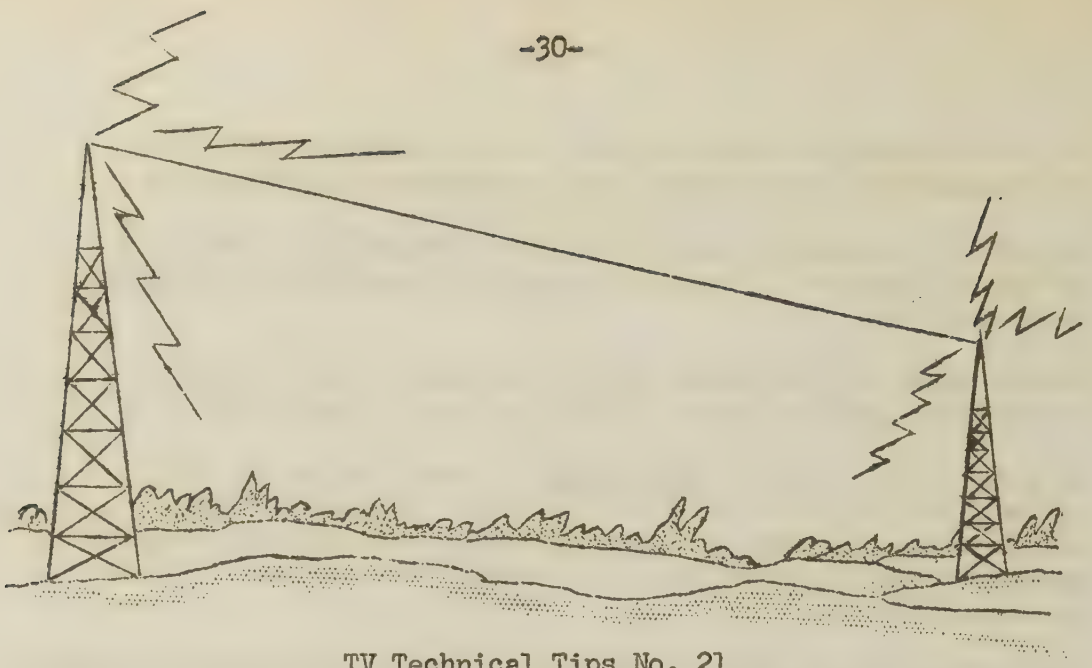
Items 5 a b c, 10: more adequately done in many other journals.

I read the Newsletter from cover to cover - might have more in it for people who are teaching radio classes and not teaching by radio.

(Part II of this Newsletter study will appear in the next issue.)

*****

HEADQUARTERS PHONE NUMBER - There have been suggestions that the Headquarters phone number should be listed in the NAEB Directory, and it is in the new Directory now being prepared. In the meantime, for your information, here it is: 7-6611, Ext. 3394. Headquarters operates from 8:00 a.m. to 5:00 p.m. Monday through Friday, and there is usually someone in the office Saturday morning from 9:00 a.m. until noon. All times are Central Daylight Time - until October 28.



TV Technical Tips No. 21
by
Cecil S. Bidlack, NAEB TV Engineer

By the time this Newsletter reaches you the First Radio and Audio Engineering Seminar will have been concluded and those attending will have returned to their homes. Thirty-one engineers are the recipients of the grants to attend this Seminar. Their names are listed elsewhere in this Newsletter.

Program arrangements are complete. Topics include maintenance and test procedures with special emphasis upon magnetic tape recording and with particular attention given to mass duplication of tape recordings. Many educational stations to be represented duplicate tapes for distribution within the confines of their own states as well as broadcasting the offerings of the NAEB Radio Network. In addition to mass duplicating methods, AM and FM transmitting and studio broadcasting equipment, magnetic recording equipment, space and building requirements for broadcasting, antennas, transmission systems, microwave and test equipment will be covered.

Highlighting the five-day program will be talks and demonstrations by representatives of broadcasting equipment manufacturers and allied fields. Speakers on the program will include Mr. C. J. Le Bel, Vice President of Audio Devices, Inc. of New York City; Mr. John Leslie, Chief Engineer, Audio Division, Ampex Corporation, Redwood City, California; Mr. V. A. Mohrlant, Technical Services Division, Minnesota Mining and Manufacturing Company, St. Paul, Minnesota; Mr. Cyril M. Braum, Engineering Consultant, Joint Council

on Educational Television, Washington, D. C.; Professor W. G. Albright and Professor Paul F. Schwarzlose of the Electrical Engineering Department and Professor Ambrose M. Richardson of the Department of Architecture of the University of Illinois; and members of the NAEB Engineering Committee.

*****

The FCC has published the first edition of "Radio Equipment List Part A" showing TV broadcast transmitters and monitors which have received "type acceptance" and "type approval" respectively. Only one transmitter and one frequency monitor are on this list. This is the last segment of radio equipment lists to be compiled. The lists are broken down into the following parts: Part A, Television Broadcasting Equipment; Part B, Aural (AM and FM) Broadcast Equipment; and Part C, List of Equipment Acceptable for Licensing in the Radio Services other than Broadcast.

Supplements to these lists will be issued from time to time and the lists will be brought up to date at about yearly intervals. These lists are not available for general distribution; however, copies are available for inspection at the Commission's offices in Washington and at each of its field offices. Arrangements may be made through the Technical Research Division of the Office of Chief Engineer of the FCC for the loan of copies of these lists so that those interested may reproduce the lists in whole or in part.

*****

RCA recently demonstrated a new, low-light, image orthicon camera tube which can "see" in almost total darkness. In the demonstration a camera equipped with this new wide-spaced image orthicon picked up the image of a girl in a room with the lights off. She was invisible to observers fifteen feet away in the same room. Observers stated that the picture obtained was shown on a television receiver in the room with good brightness and definition.

This new image orthicon is said to be 5 to 10 times more sensitive than present camera pick-up tubes. It is being used

experimentally by the military services and will be made available commercially. It is interchangeable with present camera tubes.

*****

The Society of Motion Picture and Television Engineers held its 79th Semi-Annual Convention in New York City April 30 - May 4. Seventy-seven papers were listed on the convention program. Of this number thirty-four were devoted to television and twenty-one of these were on television lighting and related subjects.

From this you can see that much emphasis was placed on television. Since the SMPTE was established by motion picture engineers, the meetings of the Society provides a place for motion picture and TV people to get together to exchange ideas, problems and solutions on a professional level.

If you wish a copy of Television Bibliography, a list of articles on television which have appeared in the SMPTE JOURNAL, address your request to the JOURNAL, 55 W. 42nd Street, New York, New York.

*****

Robert C. Higgy, Director of WOSU, has sent us copies of a paper describing the WOSU-TV Studio Radio-Intercom which they are using in their new studios. This equipment permits floor personnel complete freedom of movement within the studios while providing excellent one-way communication from the production director or other personnel on the camera control room wire intercom. Write us if you're interested in complete details of this radio intercom.

*****

George Murphy, Chief Engineer of the Auburn Alabama Educational TV Studio writes that they have recently purchased an

Auricon Super 1200 Camera with a TVT shutter. He wants to try it for kine work and would like to have the benefit of others' experience in this field. He wants to know what type of monitor might produce the best results and whether a P-4 or a P-11 phosphor is best for this purpose.

If you've had some kine experience using an Auricon, drop him a line and send us a copy.

*****

Swap Shop

James C. Wulliamn, Chief TV Engineer for the Milwaukee Vocational and Adult Schools wants to buy a used 2 x 2 automatic slide projector for use with an ike chain. If you have one available, write to him at 1015 North Sixth Street, Milwaukee 3, Wisconsin.

*****

WKAR-TV's OLYMPIC TELETHON

WKAR-TV's (Michigan State University) telethon to raise money for the Olympic Fund, as reported in the May Newsletter, proved highly successful.

The telethon was the first ever sponsored by students, and other than the Bob Hope-Bing Crosby national telethon in 1952, was the only show produced specifically to raise Olympic Funds.

More than $10,000 was collected from TV viewers phoning in pledges, campus and community solicitations, and gate receipts for the show.

Staged in the University's Ice Arena, the telethon was originated over the facilities of WKAR-TV. The arena was divided into an eight set area, requiring all of WKAR-TV's lighting and technical facilities. Fifty-six staff members and TV students contributed more than 1,600 man-hours over and above the work required for regular programming. Technical preparation for the show took two weeks.

In addition to television workers, hundreds of students, faculty members and townspeople pitched in.

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* *

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* *

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Associate Director	Mr. Harold E. Hill
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